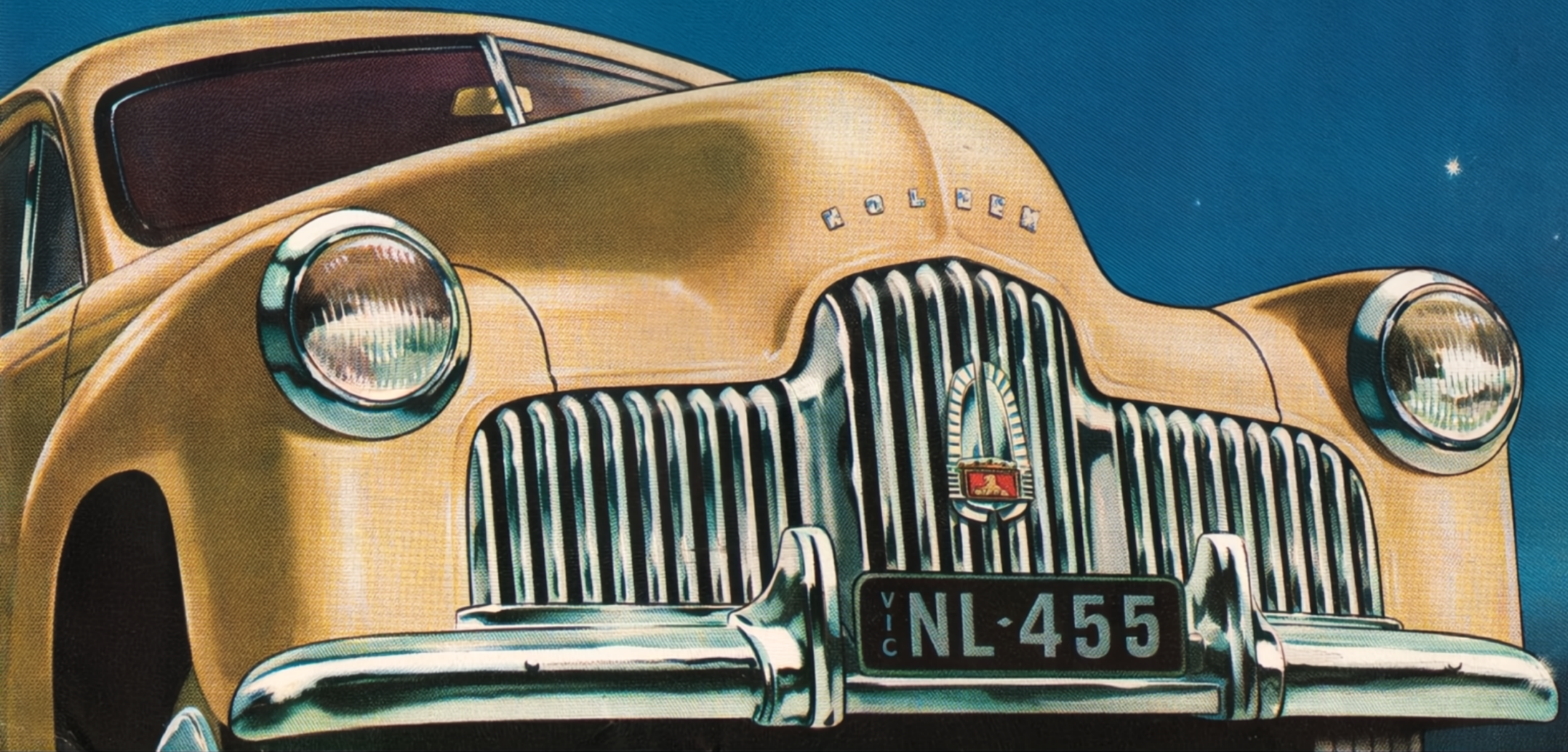


Australia's Own Car





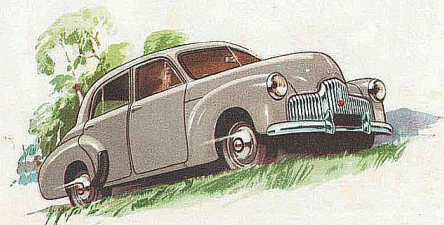
"I have been driving cars for 21 years, but have never driven a car I like as much as Holden."

This remark is typical of the enthusiasm for Holden displayed in hundreds of letters from Holden owners in every corner of the country.

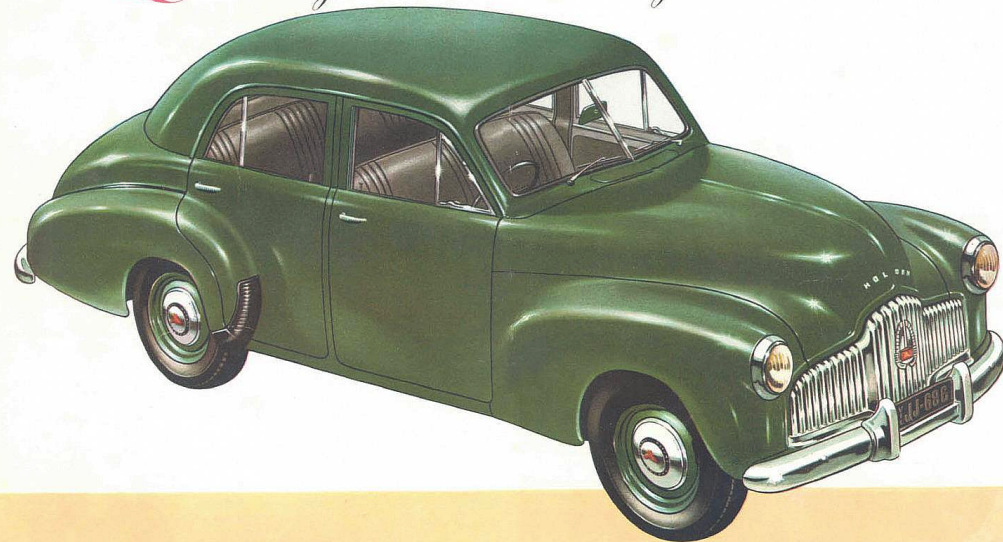
These letters were enthusiastic . . . "You've hit the bull's eye with Holden." "Holden ranks amongst the best." ". . . 121,000 miles . . . not been rebored . . ." ". . . 174,000 miles . . . has never had the cylinder head removed . . ." ". . . 288,775 miles in just under three years as a taxi . . ." ". . . Petrol consumption has been astounding and there is no car . . . of the same horsepower that can come anywhere near the Australian Holden . . ." ". . . Brisbane to Coolangatta—43 m.p.g." "Trip to Perth averaged 36 miles per gallon . . ." "Super riding and comfort." "Rough roads appear not to exist." "The taxi operator's dream." "Confirms the maker's claims." "First class workmanship."

City drivers, including taxi operators, told of Holden's petrol economy, easy manoeuvrability and the acceleration that challenged anything on the road. Country drivers, including farmers, contractors, and stock and station agents praised Holden's performance over the widest possible range of tough country use, from daily service car operation to general paddock work, even including sheep droving!

People write in glowing terms only if they are completely satisfied. Holden has proved itself worthy of the title—"Australia's Own Car."



Low slung..streamlined..stylish



YOU'LL like this beautiful Holden from the outside, but wait until you drive it. Hear the soft purr of its sturdy, economical motor—thrill to the power that makes Holden fairly leap from under your feet. Relax, mile after mile in the specially sprung seats. Feel confident that your passengers are getting the "Ride of their

life" in the "big-car" roominess for six adults. Take Holden over long stretches of smooth highways . . . wonder at the way it makes light work of rough, bumpy roads . . . steer it in and out of traffic and sense the complete control you have at the wheel—then ask yourself if you've ever enjoyed such motoring.



Millions of satisfying miles have now proved Holden's comfort, safety, stability and dependability

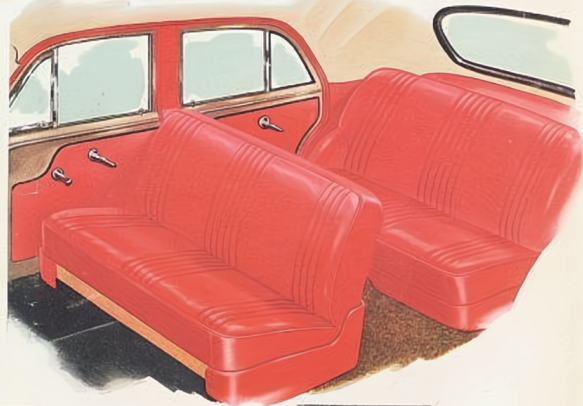
BUILT with the Australian motorist's needs in mind, Holden is the one car planned, designed and engineered to suit all Australian conditions—city and country.

Holden has been primarily planned to ensure the very best in passenger comfort. This view of the Holden interior shows the wide, specially sprung seats that provide EXTRA roominess—as much room in fact as many bigger cars costing hundreds of pounds more. The regard to passenger comfort has been carried even further. Wide doors swing out from the front, revealing a convenient, low floor without running boards—makes it easy to step in and out—easy to clean carpets and upholstery.

The instrument panel is simple, yet distinctive, grouping all instruments right in front of the steering wheel for quick reading. The gear-change lever is mounted on the steering column, permitting the driver to change gears silently and smoothly with finger tip control.

The wide windscreen and all windows are fitted with safety glass, with no-draft ventilator panes fitted on the front compartment.

The spacious luggage compartment is 36 inches deep, 42 inches wide, 24 inches deep to spare wheel mounted right at back and 24 inches high (forward of lid), so big it gives more-than-enough luggage space for an average family.



Here, you can SEE the extra roominess. Leg room in the front is 42½ in., and in the back there is 40½ in. The wide seats give hip room to spare—34½ in. in front; 35½ in. in the back. There's plenty of head room, too: 37 in. in the front and 36½ in. in the back.



Holden's front seat is easily adjustable to give a comfortable driving position for every driver—tall or short. A simple adjustment of the regulator at the right-hand side of the seat and the entire seat moves easily—not only backward and forward but in height as well.



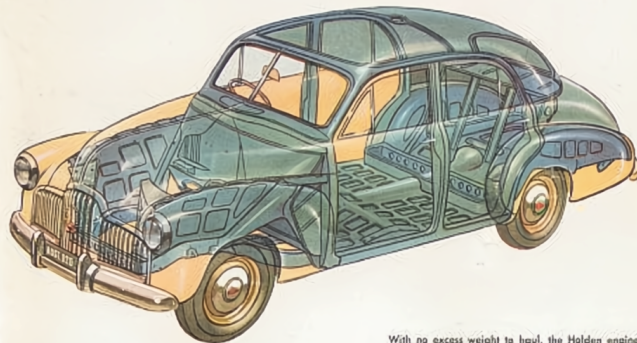
Extra roominess is provided in the front compartment by hinging the hand-brake underneath the instrument panel on the right-hand side of the driver. Even a slightly built person can pull the hand-brake on to full pressure with scarcely any leaning forward.



Seats have a tubular steel frame and are fitted with special "Z" shaped springs clipped into the frame. The result is a soft, form-fitting, comfortable seat which has been carefully matched with the front and rear springs to give the utmost in comfort.

★

There's extra strength in Holden's Uni-Steel Turret-Top Aerobilt construction.



With no excess weight to haul, the Holden engine gives better performance—greater fuel economy.



You can steer Holden with a finger-tip—its response is immediate and positive. The gear ratio permits almost effortless steering with perfect control. What will appeal to all drivers is the small turning circle of 37 feet, giving remarkably easy handling in both city traffic and country lanes.

HOLDEN'S Uni-Steel Aerobilt construction discards the conventional idea of having a body and chassis as two separate units. Instead, it welds the body and chassis into one strong, solid unit that makes for greater strength, better performance and additional comfort.

Strength because every part of the all-steel body structure contributes to the strength of the car. The full depth of the body takes the place of the thick, heavy side rail of a conventional chassis—eliminates annoying squeaks and rattles.

Better Performance because the engine is relieved of the task of carrying unnecessary weight. This, in turn, permits faster acceleration, better hill-climbing, higher speed and more miles to the gallon.

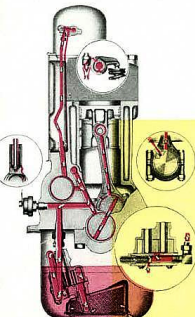
Comfort because the Aerobilt construction allows the body to be designed in a low-slung position. This gives the entire car a stylish, streamlined appearance as well as the ability to hold the road and practically eliminate side-sway on curves and corners.



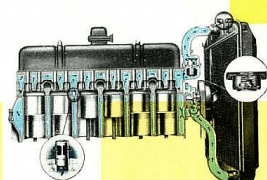


Outstanding performance-economy

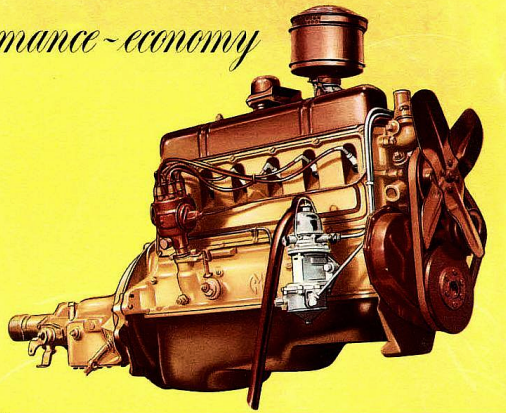
THE HEART OF HOLDEN is its 6 cylinder, 21 horsepower overhead valve engine. Its astonishing petrol economy (30 m.p.g. and better reported by hundreds of owners), and power through all gears are not the result of any one factor but rather due to a group of basic engineering advantages. The Holden engine is lively and fast-stepping, a factor made more effective because of the high power-to-weight ratio of the car, due to savings in unnecessary weight throughout the engine and body. Holden's engine has a bore of 3 inches and a stroke of 3½ inches. These almost equal dimensions are termed "square design" and result in a number of advantages: reduced weight, more rigid crankshaft (because of the overlapping bearings), stronger big ends, lower piston speeds (therefore less wear) and smoother operation because of lack of vibration. The combustion chamber is of special shape to give maximum thrust at every power stroke.



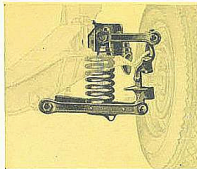
Lubrication . . . 100% full pressure metered-flow lubrication is another feature which helps in the splendid performance and general economy of the Holden engine. Metered-flow lubrication means that even with worn bearings oil flow is controlled and over-lubrication is avoided.



Cooling . . . The Holden engine operates efficiently regardless of outside temperature because water circulation is controlled by an automatic all-weather thermostat. Full length water jackets completely surround all cylinders and jet cooling prolongs the life of valves and seats.



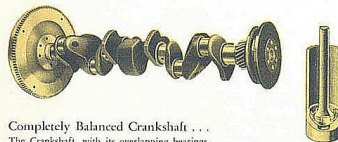
Carburettor . . . The double-venturi, down draught Stromberg Carburettor is extremely simple in design and efficient in operation. The carburettor is fitted with an air cleaner and intake silencer and has a hand-choke with a throttle cracker which simplifies starting from cold. The design of the carburettor and inlet manifold ensures an even distribution of gas—another of the reasons for the engine's amazing economy.



Independent Front Springing . . . The complete front suspension and cross member is built as one unit for added strength and ease of servicing. The Holden independent front wheel springing with double-acting shock absorbers levels out the roughest roads and makes steering easier by keeping the front wheels in accurate alignment, especially when cornering and braking.

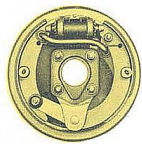
Clutch . . . The clutch is an 8 in. single plate dry disc with four driving springs and built-in damper control. The diaphragm main spring, exclusive to General Motors, ensures easy clutch action.

3-Speed Synchro-Mesh . . . Genuine synchro-mesh means absolutely silent changing up or down in second and top gears. Gears are precision "crown shaved" to give the utmost in smooth and quiet operation.

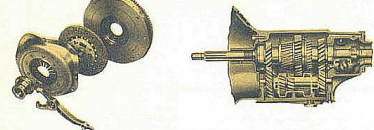


Completely Balanced Crankshaft . . . The Crankshaft, with its overlapping bearings, is more rigid and is completely balanced to a fraction of an ounce to give smooth engine performance at speeds up to and over 80 m.p.h. An additional feature which neutralises vibration and gives smooth engine performance is the Harmonic Balancer, mounted on the forward end of the crankshaft.

Hardened Steel Inserts . . . An exclusive feature of the valve tappets is the precision-made hardened steel insert which resists wear from the push rod.



Hydraulic Brakes . . . Four wheel semi-huck type brakes use the motion of the car to give additional braking energy. These powerful hydraulic brakes can be easily adjusted at each wheel, and give a sure, straight-line stop even on a slippery surface.



ABRIDGED SPECIFICATIONS

ENGINE: Six cylinder, overhead valve design, unit power plant type, 3 point rubber suspension, one at the front and one at each side of the fly-wheel housing. Bore 3 in. Stroke 3½ in. Displacement 132.5 cu. ins. S.A.E. or R.A.C. rating 21 h.p. Maximum brake horsepower, 60 at 3600 R.P.M. Maximum brake torque, 100 ft. lb. at 2000 R.P.M.

COMPRESSION RATIO: 6.5 to 1.

CRANKSHAFT: Drop forged, heat treated, fully counter-balanced, with a Harmonic Balancer.

PISTONS: Aluminum alloy "T" plated type, two compression rings and one oil control ring, all above piston pin. Piston pin bushed with Cleveland bronze bushings.

CAMSHAFT: Four bearing steel forging with integral cams and helical gear for distributor and all pump drive.

CONNECTING RODS: Length, 5½ in. Piston pin, 1½ in. dia. Die Steel Backed Bellville crank pin bearings. Connecting rods heat treated and drilled for piston pin lubrication. A jet is incorporated in connecting rod to deliver oil positively to the thrust side of the cylinder bore.

OILING SYSTEM: Full pressure system embodying gear type pump whence oil is fed through a short pipe to a main gallery drilled lengthwise through the crankcase. Crosswise passages carry oil from gallery to camshaft bearings, main and connecting rod bearings and timing gears. Crank pins are lubricated through holes drilled in the crankshaft and oil jets from connecting rod big ends lubricate cylinder bores. Holes are rifle-drilled through the length of the connecting rods to lubricate piston pins under pressure. Lubrication of rocker gear, tappets, etc., is provided by a pipe from the cylinder block to the valve rocker shaft.

CRANKCASE VENTILATION: Ventilation of the engine crankcase, valve cover, etc., is provided by an air scoop with gauze filter, integral with the oil filler cap. Air passes through rocker and push rod chambers, picking up engine fumes which are drawn through ventilator pipe located externally on R.H. side and communicating with push rod chamber. Pipe is extended downwards with lower and shaped to give extractor effect so as to maintain a constant flow of air through the crankcase.

FUEL SUPPLY: Stromberg double venturi down draught type with vacuum controlled power jet and positive action accelerating pump connected to the throttle control linkage. Hand controlled choke with throttle cable. Octane Selector provides for regulation of timing to suit grade of petrol used. A.C. Fuel and Vacuum Booster Pump, with glass filler bowl, driven by an eccentric on camshaft and located at front right side of engine. 9½ Imp. gal. capacity tank located in floor of trunk compartment with filler neck outside R.H. side of car. Fuel mixture heated (thermostatic control) in 3 port intake manifold heat chamber. Exhaust muffler flexibly mounted L.H. side. A.C. air cleaner and silencer (provision made for Oil Bath Air Cleaner).

ELECTRICAL-IGNITION: Distributor fully automatic—centrifugal and vacuum type advance control—coil mounted on dash—6 volt starting motor with starting relay, solenoid operated by dash push button. Generator—6 volt, 28 amp.—drive ratio, 1.76 to 1. Cut-out relay incorporated as part of voltage and current regulator, 14 mm. spark plugs.

BATTERY: 6 volt 11 plate mounted on R.H. side of dash under engine hood. Headlamps are standard Sealed Beam "Filler" mounted in front fenders, incorporating parking lamps. Dimmer Switch located on toe board. Dome lamp with integral switch, combined single tail, stop and license plate illumination lamp, single horn mounted between radiator and grille.

TRANSMISSION: Three speed type with Helical gears all round and Synchro-mesh for second and high speeds. Gear shift lever mounted on steering column. Throttle forward control and one reverse. Ratio 1st, 2.58 to 1, 2nd, 1.59 to 1, 3rd, direct reverse, 2.58 to 1. Transmission extension with out-board bearing to reduce level of propeller shaft.

PROPELLER SHAFT: Open Propeller Shaft type with Mechanics' needle bearing universal joints at front and rear. Rear supporting flange spalled to Hypoid Pinion and retained by special high strength nut.

WHEELBASE: 102 ins. Overall length, 172 ins.; overall width, 66½ ins.

CLUTCH: Single plate, dry disc, diaphragm type springing, drive plate cushioned to the hub by four high rate coil springs. Moulded facings riveted to plain faced drive plate. Clutch release bearing is sealed ball bearing.

COOLING: Cellular type radiator with pressure cap. (Thermostat for control of water temperature—Bellows type.) Water pump of centrifugal type—4 blade fan.

REAR AXLE: Banjo construction, semi-floating spiral bevel hypoid drive. Gear ratio, 3.888 to 1.

BRAKES: Four wheel hydraulic semi-huck type internal expanding, articulated shoe type brake drums are composite cast iron and steel with cooling fins for heat dissipation.

HANDBRAKE: Operates mechanically on rear Service Brakes through cable control. Handbrake control located under instrument panel on R.H. side of driver.

WHEELS: Remountable disc wheels, with drop centre type rim integral with wheel—size, 15 x 3.50. Stainless steel hub caps.

TYRES: Low pressure balloon, 5.50-15 x 4 ply. Spare wheel and tyre located vertically in luggage compartment. Chain clearance provided for 5.50-15 tyres.

STEERING: Warm and Sector type. Two spoke steering wheel, 14½ in. dia., with horn button at centre and hard rubber rim. Gear ratio, 14 to 1.

TURNING CIRCLE: 37 feet.

FRONT WHEEL SUSPENSION: Independent Coil Spring, S.L.A. (short and long arm type) assembled to the front end frame as a complete unit.

REAR SUSPENSION: Hotchkiss Drive with semi-elliptic springs—43½ in. long, 1½ in. wide. Tension shackles with rubber bushings. Rear springs, shot peened for increased durability.

SPOCK ABSORBERS: Double-acting cast iron Delco shock absorbers front and rear the front being integral with the Independent Front Wheel Suspension Assembly.

BODY STRUCTURE: All steel construction integral type. A short detachable sub-frame is attached to front end of body for carrying the power unit, front suspension and steering; suitable brackets integral with the body provide for the attachment of rear axle and spring assembly. The all-steel "Aerobility" turret-top body consists of five major sub-assemblies—underbody or floor, front end, centre body pillars, rear quarters and roof—all welded together to form a complete assembly. Construction of body includes rear foot rest built in as part of floor. No running boards. Alligator type hand release operated from driver's compartment. Hinged strut to hold hand open.

INSTRUMENT PANEL: Indirectly lighted with rheostat for dimming instrument lamps, includes starter button, choke, speedometer, petrol gauge, heat indicator, oil pressure and generator charging warning lamps. Key operated ignition lock switch and lighting switch. Glove box with lid. Provision for Radio installation. Windshield wiper control. Control knob for unlocking engine hood. Cowl ventilator control knob.

EQUIPMENT—CHASSIS: Dual windshield wipers with vacuum booster and automatic blade parking feature. Bumpers with guards front and rear.

EQUIPMENT—BODY: Fine quality restful upholstery. Two sun visors, Rear mirror. Ash tray concealed type incorporated in instrument panel grille. Ash tray in rear of front squab. All safety glass windows, readily removable. Floor covering—rubber mat in front—carpet in rear. Cowl ventilator, friction controlled no draught ventilation. Safety glass "V" type windshield. Front and rear seats fitted with new type "V2" springs. Front seat adjustable fore and aft. Convenient panel lock behind rear seat. Skull plates, luggage compartment with provision for storage of tools. Felt trunk floor covering. Rubber pads on pedals. Door locks include anti-rattle and hinges are controlled. Externally operated door lock L.H. front door. Hold-open door checks on all doors. Counter-balanced hinged luggage compartment door.

TOOLS: Tool container, adjustable wrench, combination pliers, hammer, open end wrench, screw driver, wheel nut and spark plug wrench, jack and handle, wheel nut wrench handle and driver's manual.

Specifications and Equipment subject to change without notice

PROTECTIVE OWNER-SERVICE POLICY

The well known GMH Warranty protects you against defective workmanship or materials for 90 days or 4000 miles of operation. Through the new GMH Dealer-Owner Service Policy you are also entitled to two thorough inspections and adjustments of your Holden without charge. Holden spare parts and expert service available throughout Australia.



Complete your Motoring Enjoyment with NASCO Accessories

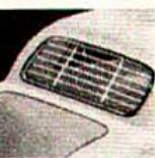
Approved by General Motors-Holden's Ltd.

NASCO Accessories are designed to heighten the pride and satisfaction you enjoy in Holden. General Motors-Holden's recommend that you

select the NASCO Accessories you want at the time of ordering your Holden, which will then be delivered with the Accessories fitted.



SEAT COVERS—They add colour to your Holden. Patterns are exceptionally attractive. Also NASCO Seat Covers protect original upholstery, help retain resale value.



VENETIAN BLIND—Stops direct rays of sun beating through rear window. Adds a distinctive touch to rear end appearance.



FRONT FENDER MUD FLAPS—Designed and approved by Holden engineers to prevent soiled lower body panels. A great asset if you travel on muddy or unmade roads.



FOG LAMPS—Dual fog lamps provide maximum assistance in adverse weather. They give added distinction to the front end. Lamps fit behind the protection of the bumper.

KAR-MATS—Hard-wearing rubber mats that hold dirt in recesses cut into rubber. Lift out and shake dirt free. Colours are black, green, brown, red and blue.

NUMBER-PLATE FRAMES—Chromium-plated, smart. Add a distinctive touch to your car.

INSTRUMENT PANEL TRIM RINGS—Chromium rings that clip into the instrument panel dial recesses and brighten up the appearance.

SERVICE—To ensure that Holden will give you the best and most economical performance, it is supported by the greatest service organisation that has ever been available to the owners of a car in Australia. Holden is represented by nearly 600 Distributors and Dealers throughout Australia. Wherever you live, you can rely on a high standard of specialised service. Distributors and Dealers have installed all the specialised tooling necessary for maintenance or repairs. At special service schools conducted by General Motors, mechanics are thoroughly trained in every mechanical detail of Holden. Assisting the Distributors and Dealers in everything pertaining to the service of Holden on the road is the function of General Motors-Holden's Service Department. The Service Department is engaged constantly in seeking ways to improve the methods and facilities for service and in passing on to Distributors and Dealers the technical knowledge gathered from the workshop, the laboratory and the proving ground.



AIR CHIEF

Australia's Finest Car Radio is Good Company Always

You have the choice of two Air Chief Car Radios for Holden. There's a five valve model and an exceptionally powerful six valve set. Both sets are specially designed for Holden. Both offer you tone, clarity and reception equal to your fine home radio. A feature of Air Chief sets is the design of the controls, which are styled to match other instrument panel fittings.



CIGARETTE LIGHTER—Automatic type with special Holden fittings. Most valuable when you're driving at night. Cuts down risk of fire. Eliminates temporary blindness caused by flame.

ANTI-THEFT STEERING LOCK—Fits over the gear shift lever and a spoke of the steering wheel. Prevents gear changing and steering.

OIL BATH AIR CLEANER—Additional protection for the engine of your Holden. Specially designed for owners who drive a lot in dusty areas. Incorporates an effective air intake silencer.

OIL FILTER—Is an extra safeguard for the engine. Helps keep dust and foreign matter out of the engine oiling system.

SEAT PAD—A great boon in hot weather. Air circulates through the pad, helping to keep you cool.



COOLARIDE CUSHION—Helps keep you cool and comfortable on hot days. Air flows through the outer covering and the coiled inner springs.



DUAL HORNS—Sea shell type horns that give a particularly long range effective warning. The note is clear and pleasant.



PETROL TANK LOCKING CAP—Safeguards your costly petrol. Has an imported lock cylinder that is genuinely theft-proof.



AUTOMATIC LUGGAGE COMPARTMENT LIGHT AND EMERGENCY TAIL LAMP—The lamp lights when the boot is raised. A red lens is fitted so that the lamp adds an extra warning to approaching motorists.

FENDER MARKER—A valuable guide when driving through narrow spaces. Helps save paint scrapes on fenders. Has a two-toned plastic head, monogrammed with G.M. initials.

EXHAUST EXTENSION—Carries exhaust gases clear of the rear bumper, preventing discolorations of the chromium.

NASCO CAR POLISH—Recommended by General Motors-Holden's. Periodic application retains that brilliant new car appearance.

Use the Convenient, Confidential G.M.A.C. PLAN—General Motors Acceptance Corporation is a special financial division of General Motors-Holden's Ltd., organised to provide a service widely known as the G.M.A.C. Plan. This plan is offered exclusively through Distributors and Dealers of General Motors products. Its convenient terms and low charges provide a highly satisfactory way to obtain the Holden because you enter into business relations, not with an outside organisation, but with a Company which is a unit of General Motors, and thus has a direct interest in maintaining your satisfaction in your car.